



S E A R S , R O E B U C K A N D C O .

Satisfaction Guaranteed or Your Money Back

Spring and Summer, 1943 . . . Chicago

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Matching suit and topcoat

The fabric is our finest all new wool Haringbone tweed. Jacket and skirt are lined with Earl-Glo rayon twill that is guaranteed to wear 3 years. Jacket back is four-piece. Skirt is six-piece, with 2 inverted pleats in front. Waistline is nicely tapered. The skirt is full and is able to slide on without a struggle; well creased down the center back, closed front of back hemline. Colors: Dusty blue or cardinal ton, blouse' sizes 12, 14, 16, 18, 20. See size scales, pages 10 and 15. Skirt size, color, Skirt, wt. of coat is not, 2 1/2 lbs. each. Shipped from New York. Order and pay postage from the Sears and Roebuck house which sent you this book.

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3... SEARS, ROEBUCK AND CO. 1

Available on Easy Terms, 7% down. • 12 E 60404-2 pc. Suit, each 41.98 • 12 E 60404-1 Topcoat, each 41.98

Scans from: <http://christmas.museotechnical.com>



Plaid suit and matching topcoat

And matching Sapeck In rich or solid forest, 60% oak, 40% expressed wood, jacket coat lined with Red-Glo paper will stay guaranteed to wear 2 years. Jacket back is four-goned, still has four gores with a pleat, front and back. Coat especially cut to go the easily over suit, well-tailored down the center back... closed vent at the back hemline. Color: Brown and beige plaid with turquoise and navy crosshairs. **Items:** sizes 10, 14, 16, 18, 20. See size scales, pages 18 and 19. Sew line. Shag, wt. of coat or suit, 1 lbs. 4 oz., each. Shipped from New York. Order and pay postage from the Sears mail order house which you see this book.

Available at Sears Roebuck, 5¢ down. **#17 49444A—2-pc. Suit coat \$9.98** **#18 49444A—Jacket coat \$9.98**



Our finest all wool tweed suits—

HOUNDSTOOTH CHECK TWEED (blend, 40% new wool with 40% reprocessed wool). Jacket has convertible collar and gored back, lining is Simon's rayon crepe, guaranteed to wear for two years. The six-girted skirt has two box pleats, in front and in back, taped hem line.

Color: Houndstooth check in powder-blue-and-white. Sizes: 12, 14, 16, 18, 20. See size scale on page 18. Style size. Shipping weight, 3 pounds.

• 17 1/2 495—On Easy Terms, 54 down . . . cash **44.98**

HERRINGBONE TWEED from famous Shetland Mills . . . 100% new wool makes a magnificent, soft fabric. Jacket lined with Earl-Glo rayon crepe that's guaranteed to wear two years. Jacket has gored back, self material button. Skirt gored, pleated in front, draped at waistline in back.

Color: Herringbone brown-and-tan, striped with herringbone blue. Sizes: 12, 14, 16, 18, 20. See size scale on page 18. Style size. Shipping weight, 3 pounds.

• 17 1/2 495—On Easy Terms, 54 down . . . cash **46.98**

• . . . SEARS, ROEBUCK AND CO. ☐ •

Shipped from New York. Order and pay postage from Sears mail order house which sent you this book.



Botany all wool flannel

- Truly non-ironed. Made like a man's fine suit. Cut, fitted and sewn for good looks and long wear.
- Collar reinforced with shape-retaining cotton, then hand-felled. Lapels and jacket fronts are reinforced to roll softly and to hold their shape well.
- Sleeves buttoned in by hand, then machine-stitched.
- Modern tail piped, and strongly back-stitched.
- Sleeves, like man's suit, have open vent at wrist.
- Collar and lapels have smart "hand-picked" edges.

THE CLASSIC UNK-BUTTON STYLE that well-dressed women love best of all... and the secret, soft, all new wool flannel that's America's favorite, now combine their beauty in this fine suit. Eight-garment skirt fast pleat, front and back. Jacket back is four-garment. Jacket body lined with our better Fast-Glo rayon twill that blends with suit in color. Sleeves lined in white, to keep blouses fresh. Sleeve and body lining is guaranteed to wear two years. Colors: White like or luggage brown. Waist sizes 12, 14, 16, 18, 20. Size notes on page 18. Style also, color. Shipping weight, 3 lbs. 12 oz.

#102 6547- Easy Tunes, 16 down each **\$49.98**

Shipped from New York; order, pay postage, from Sears mail order house which sent you this book.



Navy blue or black suits for dress-up—

MANUFACTURED of new wool mixed suit. Collar, lapels and jacket fronts are interlined with shape-retaining canvas, ambobles hand-filled. Jacket back cut with two gears. Six-gored skirt has pleat in the front. The Soft-Glo rayon shell jacket lining is guaranteed to wear for ten years. Colors: Navy blue or black with subtle pin stripes. Misses' sizes: 12, 14, 16, 18, 20. Women's sizes: 38, 40, 42, 44. Size scales, page 15. State size, color. Shpg. wt., 2 lbs. 4 oz. #17 I #999.....Cash **\$16.98**

SWISSMAKER SKIRT with slippy button and bow pockets. Done in Wondolite's shear off new wool crepe, with nice ring-padded texture, light weight and pretty drape. Jacket is well-gored, back and front. Soft-Glo rayon crepe jacket lining is guaranteed to wear ten years. Skirt cut in six panels, has two box pleats in front. Colors: Navy blue or black. Misses' sizes: 12, 14, 16, 18, 20. Size scale, page 15. State size, color. Shpg. wt., 2 lbs. 14 oz. #17 I #980.....Cash **\$14.98**

On Easy Terms, 5% down. Suits shipped from New York, Clinton, pay postage, from Sears mail order houses which sent this book.



all wool Gabardine

KERRYBROOKE MAN-TAILORED SUIT

Your Best Buy Decision:

- This is our handiwork, and finest quality material . . . tailored like a man's good suit.
- Collar, lapels and jacket fronts are reinforced with a shape-retaining rayon.
- Sleeves hand-tucked and then stitched in by machine. Armholes are reinforced with rope. Sleeve lining is sewn in by hand.

100% NEW WOOL WORSTED gabardine . . . with the smooth silky look, fine weave and graceful drapes that set it apart from all other suit fabrics in the world, looks as though it cost a fortune . . . and is some type of material that costs much more in other stores. Well, relieved as described above. Great skirt has trousers-press stitching, pleat in back and front. Jacket looks cut in two pieces, bustled lined with Ekt-Glo rayon crepe that is guaranteed to meet two years.

Colors: Cavalry tan or navy blue. Misses' sizes: 12, 14, 16, 18, 20. See size scale on page 13. Shipping weight, 3 pounds. Shipped from New York. Order and pay postage from Sears mail order books which sent you this book.

#17 8 4945 . . . Cash \$19.95

Available on Easy Terms, only \$6 down





LIGHTWEIGHT SUITS

Fabrics and styles that stay fresh on hot days

MAN-MADE woven cotton sun-sweater is washable, shrinks into shape as it dries. Skirts only a touch of an inch below it's ready to go again. Made just like a man's good summer suit... with under-collar well pitched, lapels and jacket edges interfused, and the inside seams nicely finished. Unlined jacket has cream pearl buttons. Four-purse skirt has front and back pleat. Colors: Steel-pearl, brown-and-white. Sizes: skirt 11, 14, 16, 18, 20. For size chart, page 18. Skirt also shipping weight, 2 pounds.

• 17 E 4953... \$4.98

THIS SADDLE-STITCHED SUIT made its base on the cover of a great magazine... here it's the year's big hit. Made of "Buckton Linen" that's 33% rayon rayon, 43% acetate rayon, 24% cotton... can be dry cleaned. 1-purse jacket features wide cream pearl buttons. Cardigan-neckline has polka-dot, detachable dickey... of crisp rayon rayon. Skirt lined in back, pleated in front. Colors: Forest green or luggage brown. Sizes: skirt 11, 14, 16, 18, 20. For size chart, page 18. Skirt also shipping weight, 2 pounds.

• 17 E 4954... \$5.98



LOW-PRICED FLANNELS

Good quality all wool or part wool suits

ALL WOOL FLANNEL of this fine suit blends 90% new wool with 10% rayon and 41% rayon rayon. Pretty jacket is embellished with colorful rayon bands on shoulders... lined in back, lined in front. Jacket yoke is lined with Earl-Glo rayon (will last guaranteed to wear 2 years). The colored skirt has inverted pleat, back and front... trouser pleat stitching. Colors: Mountain Gray, Mink's skirt 10, 12, 14, 16, 18, 20. For size chart on page 18. Skirt also shipping weight, 2 pounds, 8 ounces.

• 17 E 4955... \$7.98

CARDIGAN NECKLINE of this suit is set off by detachable dickey of washable white cotton rayon. Sharply jacket has 2-pleat, center-vented back. Pockets are easy; self-fabric buttons rimmed with nail-head trim. The skirt is cut in four pieces. Flannel blends 10% rayon wool, 40% cotton. Jacket yoke lining of Earl-Glo rayon (will last guaranteed to wear 2 years). Colors: Saddle blue, Mink's skirt 10, 12, 14, 16, 18, 20. For size chart, page 18. Skirt also shipping weight, 2 pounds, 8 ounces.

• 17 E 4956... \$5.98



TWEED BARGAINS... all wool or part wool \$9.98 in.

On Easy Terms, 15 down.

A) DONEGAL TYPE Tweed is famous for good wear and gayly checked colors. Here it blends 50% new, 75% unspunnew wool, 80% rayon. Jacket back gently lined fastened with wood buttons... night-good skirt is pleated in back and front. **Colors:** Brown-and-burgundy. **Misses' sizes:** 12, 14, 16, 18, 20. See inside page 18. **State size.** Shpg. wt., 3 lbs. • 17 E 4550—2 pc. . . \$9.98

B) PLAIN TWEED blends 30% new wool with 60% rayon. Jacket is good in back, derived in front. Eight-gored skirt has inverted pleat, back and front. Jacket lined with East-Glo rayon twill. **Color:** Forget-me-not blue with white overplaid. **Misses' sizes:** 12, 14, 16, 18, 20. See size guide on page 18. **State size.** Shpg. weight, 2 lbs. 8 oz. • 17 E 4558—3 pc. . . \$9.98

C) ALL NEW WOOL Shetland-type wool with generous amount of softly stitched crease. It will show that it almost looks hand-riven. Jacket has 4-gore back; 4-gore skirt has pleat, front and back. Jacket lined with East-Glo rayon twill. **Colors:** Burgundy. **Misses' sizes:** 12, 14, 16, 18, 20. See size guide, page 18. **State size.** Shpg. weight, 2 pounds 11 ounces. • 17 E 4559—3 pc. . . \$9.98

D) ALL NEW WOOL Shetland-type turned suit... has cute shortie jacket, 21 in. long. Jacket darts in back, trimmed with self-fabric bows. Four-gored skirt has new crease-press stitching. Jacket lined with East-Glo rayon twill. **Colors:** Camellia pink or forget-me-not blue. In **Misses' sizes:** 12, 14, 16, 18, 20. See pg. 18. **State size, color.** Shpg. wt., 3 lbs. • 17 E 4552—2 pc. . . \$9.98

Why these Suits are a good buy:

FABRICS are our better quality tweeds. Especially selected for medium-weight, fine weaves, soft texture, fresh colors.

UNWEAR are East-Glo rayon twill, 3 years' wear guaranteed. Jackets fully lined.

TAILORING is very good. All collars, pocket flaps and pocket edges double stitched. Jackets darted at shoulders and wrists. Hems all neatly taped.

Prices and costs. On Easy Terms, 15 down. Suits are shipped from PA, Y. Order, pay package, from Sears House which sent you this book.

□ + PAGE 9... 14775



Three good Suits . . . exceptional at \$12.98 each

THE 3-BUTTON SUIT . . . with jacket styled like a man's . . . is always a winner. Year after year, it's top favorite because it looks well and feels comfortable on everyone. Jacket back is shirred good. Six-panel skirt has front and back pleats; new blouse open stitching. The lovely weaves (short-land type rayon blends 100% new and 30% rayon wool. Earl-Glo rayon twill jacket lining is guaranteed to wear 2 years.

Colors: Cadet blue or natural. Prices: sizes 12, 14, 16, 18, 20. Size waist at right. Skirt, wt., 2 lbs., #17 E 6641—Skirt size, color, \$12.98

THE ONE-BUTTON SUIT has made a great hit in this new cardigan style. Its collared neckline is easy to wear . . . goes well with all your blouses, sweaters and dresses. Jacket back is 4-panel. Skirt is well pleated, front and back. The shortland type twill has an extra-salt, daisy cordant . . . thanks to the 45% rayon that's blended with 55% new wool. Earl-Glo rayon twill jacket lining is guaranteed to wear for two years.

Colors: Navy or apron blue. Prices: sizes 12, 14, 16, 18, 20. Size waist, at right. Skirt, wt., 2 lbs., 9 oz., #17 E 6642—Skirt size, color, \$12.98

THE FOUR-BUTTON SUIT with the shir collar that you can wear open at the neck or closed. Double stitched seams on the right-gore jacket and the good skirt. Inverted pleat in back and front of skirt. Smoothly tailored, ruggally woven. Bowdye twill gives effect of tiny checks. Is 60% new wool, 10% rayon, 30% rayon. Jacket lining is Earl-Glo rayon twill, lining is guaranteed to wear for two years.

Colors: Brown and beige. "Wife's" sizes: 12, 14, 16, 18, 20. Size waist at right. Skirt, wt., 2 lbs., 5 oz., #17 E 6643—Skirt size, color, \$12.98

MEASURE TO INSURE GOOD FIT. Check your size before you order. Measure back, waist and hip. Check your measurements against the size table . . . order size that most nearly corresponds with your measurements. See how to measure on page 156.

WOMEN'S AND WOMEN'S SIZES

Order in sizes	Waist	Bust	Length
12	34	34	31
14	36	36	32
16	38	38	33
18	40	40	34
20	42	42	35
22	44	44	36
24	46	46	37
26	48	48	38
28	50	50	39
30	52	52	40
32	54	54	41
34	56	56	42
36	58	58	43
38	60	60	44
40	62	62	45
42	64	64	46
44	66	66	47
46	68	68	48
48	70	70	49
50	72	72	50
52	74	74	51
54	76	76	52
56	78	78	53
58	80	80	54
60	82	82	55
62	84	84	56
64	86	86	57
66	88	88	58
68	90	90	59
70	92	92	60
72	94	94	61
74	96	96	62
76	98	98	63
78	100	100	64
80	102	102	65
82	104	104	66
84	106	106	67
86	108	108	68
88	110	110	69
90	112	112	70
92	114	114	71
94	116	116	72
96	118	118	73
98	120	120	74
100	122	122	75
102	124	124	76
104	126	126	77
106	128	128	78
108	130	130	79
110	132	132	80
112	134	134	81
114	136	136	82
116	138	138	83
118	140	140	84
120	142	142	85
122	144	144	86
124	146	146	87
126	148	148	88
128	150	150	89
130	152	152	90
132	154	154	91
134	156	156	92
136	158	158	93
138	160	160	94
140	162	162	95
142	164	164	96
144	166	166	97
146	168	168	98
148	170	170	99
150	172	172	100



2-Piece RAYON SUIT DRESSES . . newest, brightest and finest

They're go-everywhere, do-everything costumes to wear now and all summer
Luxury dressmaker details including extra over-collars, duffles, fancy trim

\$6.98 ea.

FINEST QUALITY FAIRLE makes a suit dress that's smart even under lamps and wearable alone for late summer. A quality rayon fabric that looks and feels as luxurious you'll want to wear it everywhere. Undisturbed and smart . . . this trimly cut jacket dress with simulated pearl clusters. Wear it alone, or with a duffle or blouse. 3/4 length sleeves can be worn pushed-up fashion. Fully lined, padded skirt in young and flattering. They cleanable. In two favorite Easter colors. Colors: Navy or black. Misses' sizes 12, 14, 16, 18, 20. Size scale, page 18. State size, color.
■ 31 P 4006—Shipping weight, 2 pounds . . . \$4.99

SPLASHY PRINT JERSEY is big fashion news. We use it for this suitably smart, easy to wear skirt and matching duffle. Definitely Spring 1944, too. In the wonderful harmonizing mid-color cardigan is "Butcher Bros", a fine rayon with the look, feel, and endurance of linen. The combination makes a smart 2-piece costume with all the luxury detailing at higher price dresses. Dry cleanable. Colors: Forest green or red jacket, floral print skirt and duffle in blended shades. Misses' sizes 12, 14, 16, 18, 20. See size scale on page 18. State size and color.
■ 31 P 4005—Shipping weight, 1 lb. 10 oz. . . \$4.99

DUCK PRINT ROMAINE is a fine quality rayon with a smooth, smart dress weave that's ideal for this suitably styled 2-pc. suit dress. Note the novel pocket treatment, the crisp white detachable over-collars. Geopoli skirt has front pleats and three gored back. This 2-pc. suit dress begins its career in the spring and goes through summer. You'll pay a higher price most places. Dry cleanable. Colors: Navy, forest green or luggage brown with white all-over pattern. Misses' sizes 12, 14, 16, 18, 20. See size scale on page 18. State size and color.
■ 31 P 4007—Shipping weight, 1 lb. 10 oz. . . \$4.99

COTTON WASH SUITS... the big four for 1943

The styles, the fabrics that are going places this year. Flats, checks, and stripes. Tried-and-true cottons you wash in hot. Unlined jackets. Careful making. Everything that makes for easy fit, easy laundering. See inside back cover for Sears easy terms.



\$3.98

WOVEN PLAID GINGHAM is hard to beat when it comes to beauty of coloring. We use it for the Miss skirt with broad pleats, collar and cuffs. Spun rayon jacket in harmonious, crush separately. Colors: navy with navy-and-white, brown with brown-and-white. Sizes: 12, 14, 16, 18, 20. See size table, page 18. Skirt size and color. #27 E 8400-Shop, wt., 1 lb. 8 oz., \$3.98

\$2.98

SHEPHERD CHECKS are big news this Spring. You'll like the way they're used in this women cotton suiting outfit with effective black binding and buttons. Pocket flaps give appearance of pockets. Well cut skirt, front pleats, 2-in. hem. Colors: black-and-white only. Sizes: 12, 14, 16, 18, 20. See size table on page 18. Skirt size. #27 E 8400-Shop, wt., 1 lb. 8 oz., \$2.98



\$2.98

THE PILOT SUIT is your favorite printed cotton, wrinkle crease (you call it *Seersucker*). Water Resisting "poly" shoulder straps, patch pockets, comfortable flared skirt. 2-in. hem. Button placket. Needs no ironing. Colors: red-and-white or orange blue-and-white. Sizes: 12, 14, 16, 18, 20. Size table, pg. 18. Skirt size, color. #27 E 8400-Shop, wt., 1 lb. 8 oz., \$2.98

\$3.49

WINDOW-PANE CHECK in pointed cotton crease drapes (looks like *Seersucker*) with detachable white pleated skirt and the set-in belt which allows you to adjust it to your liking at waistline. Patch pockets. Kick pleat front. 2-in. hem. Colors: emerald green-and-white or orange blue-and-white. Sizes: 12, 14, 16, 18, 20. Skirt size, color. #27 E 8400-Shop, wt., 1 lb. 8 oz., \$3.49



The famous maker of "Cruiseline" dresses has included all these details:

• Pressed open generous seams • Skirt seams piped • Side seams stitched • 2 in. hem
Tops bound back and waistband • 14 to 16 inches per inch • Covered shoulder pads

CRUISALINE PRINT at left, is one of the most becoming wearable dress prints ever. With soft, smooth shoulder, sleeveless front, narrow waist belt. Hand made separately in Leno. Colors: (Leaves) brown, gold, grey, brown, green, all with white floral print. *Measure:* sizes 11, 14, 16, 18, 20. See size scale on page 18. (See size and color.)

#31 E 4113—Slips, etc., 1 lb. 8 oz. . . . \$4.99

CRUISALINE PLAIN COLOR shown at right, highlighted by clean white fringe trim. Now smooth shoulder, narrow waist belt. Great vacation dress, it packs so easily. Hand made separately in Leno. Colors: (Leaves) brown, gold, green, brown, green, all with white floral print. *Measure:* sizes 11, 14, 16, 18, 20. See size scale on page 18. (See size and color.)

#31 E 4113—Slips, etc., 1 lb. 8 oz. . . . \$4.99

A SEARS SCOOP AT \$6.98⁰⁰

Mallinson's famous "Cruiseline"

Never before under \$12.50 . . . never before in a mail order house. 85% rayon, 15% wool silk, with interesting ruddy texture, this cloth is famous for its beauty, durability, wrinkle-resistance. You've seen it in the finest stores, worn by the smartest women in America. Now at Sears . . . same styles and workmanship, made by same nationally known manufacturer.

FOR FURLOUGH DATES and all your dress occasions

Cleverly cut, beautifully fitting, easy-to-wear dresses in fine quality rayon.
Plain, prints, basic types and 2-pc. dresses all the 1943 success styles are here



RAYON CREPE Rem-
mains in a jacket dress
you can wear the best on
everyday. Flattering trim of fine white
rayon organza and lace is detachable.
Composition buttons close the softly
draped jacket. Front gored skirt has
plein back. Try reversible.
Colors: Navy or black, khaki* sizes:
12, 14, 16, 18, 20. See size scale on
page 18. State size and color.
#314040-Ship, ret., 1 lb. 8 oz. \$5.98

44 . . . 8848, BORMACE AND CO. □ □

RAYON JERSEY Re-
mains, smooth-fitting in
a splashy print . . . a
has useful wrinkle-resistant fabric
that drapes so gracefully. New, easy
to wear cross over button. Modified
peg top skirt has curved out in back,
soft full. Try reversible.
Colors: White against floral print.
Khaki* sizes: 12, 14, 16, 18, 20. See
size scale, page 18. State size, color.
#314041-Ship, ret., 1 lb. 8 oz. \$6.98

#314041-Ship, ret., 1 lb. 8 oz. \$6.98



RAYON CREPE Re-
mains cool dress has
dainty, flange collar
and cuffs of fine rayon marquisette.
Unpressed pleats in front and gored
back skirt for easy fit. A favorite
style becoming to all types.
Colors: Navy or black with pale pink
collar and cuffs. Khaki* sizes: 12,
14, 16, 18, 20. See size scale on page
18. State size and color.
#314040-Ship, ret., 1 lb. 8 oz. \$5.98

#314040-Ship, ret., 1 lb. 8 oz. \$5.98

A BASIC DRESS to
dress up or down, as
you wish. Wear either
the plain self fabric belt or sim-
ulated jewel trimmed self belt. Note
the new shoulder treatment on this
basic dress. Good quality rayon-crepe
Remains. Try reversible.
Colors: Black or navy. Khaki* sizes:
12, 14, 16, 18, 20. See size scale on
page 18. State size and color.
#314041-Ship, ret., 1 lb. 8 oz. \$5.98

#314041-Ship, ret., 1 lb. 8 oz. \$5.98

Shoppers on these 2 pages shipped from New York. Order, pay postage from mail order house which sent you the catalog.

Super
Value

Sears Famous \$4.98 Dresses

IN MISSES' SIZES

These aren't ordinary \$4.98 dresses. Some seasons ago we started out to build a line of \$4.98 dresses that would top anything in the market. We said their styles would have to be right...so good, so simple, that you could wear them for years. We said their fabrics must have proven worth...to give long dependable service through wear and cleaning (or washing). We said they'd have to be made our way...with the value features of much more expensive garments. Did we do it? Thousands of enthusiastic customers answer "yes".

IN MALLINSON FABRICS

For the first time at mail order savings
Sears brings you this group of Mallinson fab-
rics. Famous throughout the fashion world.



YOUR BEST BUY BECAUSE:

- Skirts...pleated, pressed crease, 10 to 18 stripes per inch
- Suit Skirts...8 to 12 inch allowance to allow altering
- Hats...16 to 2 inches, lined or machine bound
- Waistline...and yokes double stitched, ribbon bound
- Sleeves...8 in., finished with 2 scoops, center back, eye
- Collar...reinforced, half loops are made of self fabric
- Shoulder Pads...covered, machine stitched, basted
- Sleeve Buttons...stitched back, bound or hand folded
- Buttons...are closely spaced and double stitched
- Thread...not dyed coloring used to match dress fabric
- Fabric...tested for wear, for washing or dry cleaning



MALLINSON knows sheer

A luxury rayon with a national reputation for good looks and long wear. Its smooth, semi-sheer weaves hold their size tallering, and their drape has long been the choice of outstanding fashion designers for the softer type shirtwaist frock. Featured in a typical 1944 style, with shoulder interest in the back, a quartet of useful and ornamental pockets, an easy-fitting good skirt. Dry clean. Colors: Dusty rose, powder blue, navy. (Other) sizes 12, 14, 16, 18, 20. See also scale, page 18.
* 318 4835—State size and color. Shipping weight, 1 pound 8 ounces...\$4.98
Garments marked # on these two pages are shipped from New York. Order and pay postage from Sears mail order house from which you received this catalog.



MALLINSON komoo sheer

A luxury rayon of smooth, semi-sheer weaves, ideally adapted to the softer type of silhouette dress now in vogue in fashion. Flared in your favorite front-on-front, but definitely a flaring 1943 style with its novel pocket treatment, expressed pleats and Roman stripe ribbon belt. Back has shoulder yoke, back of skirt 3 rows for easy fit. Dry clean. Colors: Paradise blue, dusty mauve, navy. Sizes: 12, 14, 16, 18, 20. See scale, pg. 18.

21 F 4026—State size, color. Shop, wt., 1 lb. 8 oz., \$4.95

MALLINSON Bermuda cloth

Washable rayon broadcloth, looks and feels like silk, yet washes as well as cotton. Exclusive front-on-front line in new buttons front dress with softness over front line. Skirt with 1 pure back, expressed front pleats. Hand washable in L.A. Colors: Landscape brown, pastel green, pastel blue. Sizes: 12, 14, 16, 18, 20. See size scale on page 18. State size and color.

21 F 4010—Shop, wt., 1 lb. 8 oz., \$4.95

MALLINSON Bermuda cloth

Washable rayon broadcloth has look and feel of silk, washes as easily as cotton. Fresh looking flower print in new short-sleeved dress with front button-on skirt created by stitched girth. Big, handy shawl pocket. Self belt. Hand washable in L.A. Colors: Pastel green, landscape brown, red, pastel blue. Sizes: 12, 14, 16, 18, 20. See size scale on page 18. State size and color.

21 F 4011—Shop, wt., 1 lb. 8 oz., \$4.95



Sears Famous \$4.98 Dresses

IN MISSES' SIZES

They're making a name for themselves all over the country because Sears have studied and answered your requirements. Their styles must be simple—so right you can wear them for years. Their fabrics must have lasting quality, to give long and dependable service. They must be made to our exacting specifications, with value features usually found only in much more expensive dresses.

YOUR BEST BUY BECAUSE:

- Seams . . . joined, pressed open, stitches 18 to 16 per in.
- Side Seams . . . 1/2 in. seam allowance to allow altering
- Hems . . . 1 1/2 to 2 in., depends on style, machine bound
- Waistline, Yokes . . . double-stitched, ribbon bound
- Skirted . . . 1/2 in. finished with 3 rows, center back, eye
- Coll . . . reinforced. Belt loops are made of self-fabric
- Shoulder Pads . . . covered, machine stitched, tacked
- Sleeve Bottoms . . . stitched back, bound or felled
- Buttonholes . . . closely spaced and double-stitched
- Thread . . . not spun to match dress fabric exactly
- Fabric . . . tested for wear, for washing or dry-cleaning

MISSES' SIZE SLACK . . . Misses' figure has a well-developed but youthful bustline. The waist is slender. The figure is well proportioned throughout. This average figure type has the widest choice of style. See How To Measure . . . Page 174.

Collar Size	16	18	20	22	24	26	28	30
16 Apron	34	35 1/2	36 1/2	38	39 1/2	41	42 1/2	44
18 Apron	34	35 1/2	36 1/2	38	39 1/2	41	42 1/2	44
20 Apron	34	35 1/2	36 1/2	38	39 1/2	41	42 1/2	44
22 Apron	34	35 1/2	36 1/2	38	39 1/2	41	42 1/2	44
24 Apron	34	35 1/2	36 1/2	38	39 1/2	41	42 1/2	44
26 Apron	34	35 1/2	36 1/2	38	39 1/2	41	42 1/2	44
28 Apron	34	35 1/2	36 1/2	38	39 1/2	41	42 1/2	44
30 Apron	34	35 1/2	36 1/2	38	39 1/2	41	42 1/2	44

Include dress in
your easy payment order
see inside back cover



Introducing the new Action Back dress

Neatest trick of the season. Separate action back panel, ties in front conceals a divided back, gives easy freedom. First choice for active sports or round the town smartness. Tailored with the specifications described at the left. In fine quality sport rayon Cubana cloth with a national reputation for great looks and long wear. Hand wash separately in Lux. Misses' sizes 11, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.

- 21 1/2 40 1/2—White perfect on dirty spots, dusty rose or pearl gray.
- 21 1/2 40 1/2—Solid color in dusty rose, deep rose or marine. \$4.98.





Spun rayon butcher linen suit dress

It keeps its crisp creases... because it's made of Butcher Linen, a staunch, firm rayon rayon with the look, feel and endurance of linen. Wear it as a suit, with your blouse or dicker or a Spc. casual dress-suit. Jacket lines are smartly outlined with contrasting saddle stitching. Made with all specifications as left. Hand wash separately in Lenx. Colors: Forest green, luggage brown, or navy. Each with white saddle stitching. 40-Year sizes: 12, 14, 16, 18, 20. To measure, see size made on page 18. State size and color. . . \$4.98
 # 21 E 4225—Shipping weight, 7 pounds. . . \$4.98

Spun rayon CUBANA cloth

A smooth rayon, ideally suited to this simple, smart, easy-to-wear dress. Features are highlighted by contrasting saddle stitching. Gracefully draped skirt has 4-gore back, 4-gore front and self-tie belt. Tailored with all the specifications listed on opposite page to make this one of Sears famous \$4.98 dresses. Hand wash separately in Lenx. Colors: Forest green with black saddle stitching; luggage brown with white saddle stitching; make-up with brown saddle stitching. 40-Year sizes: 12, 14, 16, 18, 20. See size made, page 18.
 # 21 E 4225—Shipping weight, 1 lb. 8-oz. State size and color. . . \$4.98



Garments marked # shipped from New York. Order, pay postage from Sears mail order house from which you received this catalog.

☐ # PAGE 79... BRILL, JURY



NAVY WITH WHITE for your Spring Suit Dress

You'll wear it now; you'll wear it right through the summer. It's made of fashionable rayon fabrics, splendidly tailored with fine stitched seams, generous hems, and neat shoulder pads.

FLARING PEPLUM jacket dress in alpaca-type rayon crepe. Copy of a higher priced fashion favorite, it's a first choice for farthing dyes or service weddings. Dainty ligature trim is detachable. Note the expensive detailing of self fabric buttons and the belt. Keep to wear good dress. Two wonderful colors for your first spring dress. Dry cleanable. Colors: Navy or mossad green.

Wives' sizes: 10, 12, 14, 16, 18. To measure, see size scale on page 18. Same size and color.

• 31 1 4021—Shipping weight, 1 lb. 8 oz.\$4.98

\$5.98

SOFT CANTERBURY TUCKING joins the pockets of this alpaca-type rayon crepe suit dress. The detachable white over-collar covers notched novers. Note its bright red patent-like leather. Favorite type skirt has 6-gore front, 3-gore back. A good choice in navy for your first spring costume. Wear it under a coat now and all through summer without one. Dry clean. Colors: Navy only.

Wives' sizes: 12, 14, 16, 18, 20. To measure, see size scale on page 18. Same size.

• 31 1 4020—Shipping weight, 1 lb. 8 oz.\$6.98

\$6.98

SHOWY POLKA DOTS on rayon. French-type crepe are accented by the popular sailor-type collar and contrast buttons. The shirred jacket waistline gives it a slim fitting line. Popular figure skirt. Come in your favorite navy and popular new shade. Hand wash separately. Use L.O.S. Colors: Navy or haggard brown each with white polka dots.

Wives' sizes: 12, 14, 16, 18, 20. Same size and color. See size scale on page 18.

• 31 1 4022—Shipping weight, 1 lb. 8 oz.\$4.98

\$4.98



Button news on your best dress

Good quality rayon fabrics in two big favorites for Spring.

\$4.98 each

PRETTY JEWEL CLUSTERS on the bustier brighten this slim cut, graceful rayon crepe Romanina dress. Back, front fullness with the new pay-top effect. Front shoulder yokes give softness over bustline. The perfect dress for Easter wear and on through summer. Dry cleanable.

Colors: Cadet blue or dark green.
 Misses' sizes: 12, 14, 16, 18, 20.
 Style also, color. See scale, page 18.
 • 21 E-4047-Shop, wt., 1 lb. 8 oz. \$4.98

SIMULATED GOLD BUTTONS and spangled lapels set off this 2-pc. suit dress you'll wear everywhere. You'll admire the darts, elegant jacket. The skirt with pleat back, unpressed front pleats. In good quality rayon crepe. Dry cleanable.

Colors: Periwinkle blue or powder rose.
 Misses' sizes: 10, 12, 14, 16, 18.
 Size also, color. See scale, page 18.
 Shipping weights, 1 pound 8 ounces.
 • 21 E-4045 \$4.98

LUXable rayon shantung

Wrinkle-resistant Crown tested fabric. Hand wash separately. Use lux.

\$3.98 each

TINT ALL-OVER PRINT is ideally adapted to the sailor type neckline. Peppertop parkies in the front skirt fullness with 3-pose back. Novelty low effect self belt. Wrinkle resistant rayon shantung. Wash in gentle Lux's soaks.

Colors: Luggage brown or navy with white print. Misses' sizes: 12, 14, 16, 18, 20. See size scale on page 18.
 Size also and color. Shop, wt., 1 lb. 8 oz.
 • 21 E-4046 \$3.98

ALL-AROUND FLEATS fall gracefully from the smooth skirt yoke. It's your favorite shortwaist style but definitely spring 1948 in this splashy print. Note the patch pocket, the white belt. Luxable rayon shantung. Colors: Gold with gray-and-white print or again blue with luggage brown-and-white print. Misses' sizes: 12, 14, 16, 18, 20. See size scale, page 18. Size also, color.
 • 21 E-4048-Shop, wt., 1 lb. 8 oz. \$3.98

Garments marked • shipped from New York. Order, pay postage from mail order house from which you received this catalog.

□ • PAGE 20A . . . 0483119

BORDERS AND BANDS IN SPUN RAYON

\$3.98
Each

The trimming is in the print or contrast. The styles are simple to fit any figure, any occasion. Lovable fabrics and fine tailoring make them outstanding values at \$3.98. Why not add entire merchandise to your dress order? If the total amounts to \$10 or more, Easy Terms are available, see inside back cover for complete details.



A) DOTTED BORDER PRINT in linen-like spun rayon that is dry Cleanable. Skirt has broad dished fullness, 4-gore back. Collar white trim. Colors: Navy with white or luggage brown with white polka dots. *Misses' sizes: 10, 12, 14, 16, 18, 20. Size made, pg. 18.*
*20 E 4051—State size and color. Shipp. wt., 1 lb. 8 oz. \$3.98

B) SUN FLOWER BORDER PRINT 2-pc. suit dress. In famous Crown-treated spun rayon that is wrinkle-resistant and hand washable in Luk. Colors: Luggage brown or cognac blue with white. *Misses' sizes: 12, 14, 16, 18, 20. See size scale, pg. 18.*
*20 E 4052—State size and color. Shipp. wt., 1 lb. 8 oz. \$3.98

C) SPLASHY WHITE PRINT in crisp spun rayon, that is resistant, easy to wash in Luk. Set in waistband with full dished skirt. Stimulated pockets give pop-top effect. Colors: Ivory, dusty gold or dusty rose with white print. *Misses' sizes: 12, 14, 16, 18, 20.*
*21 E 4054—State size and color. Shipp. wt., 1 lb. 8 oz. \$3.98

D) LONG OR SHORT SLEEVE style in this good quality spun rayon, that is resistant, easy to wash in Luk. Tailored bottom front with matching trim and contrast belt and a luxury note. Colors: Faded beige, dusty rose, dusty blue. *Misses' sizes: 12, 14, 16, 18, 20. See size scale, page 18. State size, color. Shipping weight, 1 pound 8 ounces.*
*21 E 4050—Long sleeves. \$3.98 *21 E 4050—Short sleeves. \$3.98

E) CONTRAST BANDS AND DICKEY in this favorite type dress. In good quality crisp, spun rayon, that is resistant, easy to wash in Luk. Fly front closing. Colors: Marine with dusty rose or dusty rose with marine. *Misses' sizes: 12, 14, 16, 18, 20. See size scale on page 18. State size and color.*
*21 E 4050—Shipping weight, 1 pound 8 ounces. \$3.98

Garments marked * on these two pages shipped from New York. Order, pay postage from Sears mail order house which sent you this catalog.

PLAIN OR TRIMMED
NEW SPRING RAYONS

\$3.98^{ea.}

All the style features the fashion magazines have been talking about—contrast yokes, shirred pockets, unpressed pleats, jumpers, talon-types and at the same low Sears price of only \$3.98. Fashion proof that it saves you money to buy by mail. For proper fit, check your size; see how to measure instructions on page 33A.



A) **COLORFUL YOE TREATMENT** gives a dress-up look to this good rayon rayon. Dry clean, fresh. Easy to wear skirt with unpressed pleats. Colors: Navy with cream blue trim; black with fuchsia trim. Sizes: 10, 12, 14, 16, 18, 20. See size scale, page 18. #211 4563—Same size and color. Sugg. wt., 1 lb. 6 oz. \$3.98

B) **BERMONG RAYON SHEER** dressy shirtwaist look. Soft full skirt through button is accented with shirred pockets, shirred button. Hand washable in Lye. Colors: Cream blue, rose or navy, all-over unpressed pleat. Sizes: 10, 12, 14, 16, 18, 20. See size scale, page 18. #211 4562—Same size, color. Sugg. wt., 1 lb. 6 oz. \$3.98

C) **FLATTERING LONG TORSO BODICE** fits snugly. Unpressed pleats in skirt. Freshly white fast-collar and cuffs are detachable. Popular "Fruit" plus unpressed trim rayon rayon. Dry cleanable. Colors: Navy white. Sizes: 10, 12, 14, 16, 18, 20. See size scale, page 18. #211 4564—Same size, color. Sugg. wt., 1 lb. 6 oz. \$3.98

D) **CALIFORNIA TYPE JUMPER** popular button-front style of open rayon. Dry cleanable. Soft fabric belt. 3-piece skirt. French-type rayon rayon. Hand washable in Lye. Colors: Navy rayon, white rayon with navy white trim. Sizes: 10, 12, 14, 16, 18, 20. See size scale, page 18. #211 4565—Same size, color. Sugg. wt., 1 lb. 6 oz. \$3.98

E) **RAYON GABARDINE** looks hard to wear satisfying in this shirtwaist dress. Simulated leather belt and belt buckle. Skirt has kick pleat front, 3-piece back. Soft belt. Dry cleanable. Colors: Navy, pastel green. Sizes: 10, 12, 14, 16, 18, 20. See size scale, page 18. #211 4566—Same size and color. Sugg. wt., 1 lb. 6 oz. \$3.98



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LUXABLE RAYONS,
RAYON MIXTURES

\$2.59..

You'll go a long way in feel dresses as nice as these at this low price. Look at the styles . . . smart, varied, lots of work on them. Look at the fabrics . . . many have been seen in higher-priced garments. Washable . . . easy to keep spin and spin in gentle LEX wash—no extra expense for upkeep.



A) TRIM, FINCHNECKED RAYON SHAKESKIN in washable good quality found in higher priced dresses. Colorful contrasting buttons and belt add distinction to this desirable button-front dress. Colors: Black and white pin-check. *Milner's* sizes: 12, 14, 16, 18, 20. See size scale on page 18.
#21 1-4000—State size and color. Shpg. wt., 1 lb. 8 oz. \$2.59

B) CRISP, WHITE BANDS AND WHITE COROUREL accent this pretty floral print. Bodice shirred into pointed midriff waist. Smooth spun rayon fabric in hand washable in Lex. Colors: Copan (blue, green or red ground floral print. *Milner's* sizes: 12, 14, 16, 18, 20. See size scale on page 18.
#21 1-4000—State size and color. Shpg. wt., 1 lb. 8 oz. \$2.59

C) VOYING POLKA DOT DRESS that is one of the season's most important prints in front. In sturdy 33% rayon and 43% cotton fabric. Colors: Loggare brown or medium blue, each with white. *Milner's* sizes: 12, 14, 16, 18, 20.
#21 1-4000—State size and color. Shpg. wt., 1 lb. 8 oz. \$2.59

D) SLEEK, BUTTON-FRONT PRINCESS accented by crisp white embroidery. Removable white collar adds a new, fresh look. Spun rayon fabric in hand washable in Lex. Colors: Aqua, rust, blue, rose. *Milner's* sizes: 12, 14, 16, 18, 20. See size scale on page 18. State size and color.
#21 1-4000—Shipping weight, 1 pound 4 ounces \$2.59

E) 3-PC. SUIT DRESS that is a proven style success. Tailored with darts at the waist to add smoothness to. Wear skirt with blouse and jacket with other skirts. Washable rayon and cotton (55% rayon, 45% cotton). Color: Colorful stripes. *Milner's* sizes: 12, 14, 16, 18, 20. State size and color.
#21 1-4001—See size scale on page 18. Shpg. wt., 1 lb. 4 oz. \$2.59

Garments marked # on these two pages are shipped from New York. Order and pay postage from State mail order houses marked on this catalog cover.

BARGAIN
RAYON MIXTURES

\$1.98⁰⁰

How little it costs to be smartly dressed when you shop at Sears. Choose a gay print in your favorite style to wear now, and on through the season. Add other merchandise to your dress order. If the total amounts to \$10 or more, Easy Terms are available... see the inside back cover.



A) PLUNGING V NECKLINE on this softly draped surplice bodice is positively flattering. 4-pose front skirt has plain back. Clean cut print in fabric (55% rayon, 45% cotton), hand-washable in Lenz. Colors: Dainty rose, dusty blue or aqua. *Wearer's* sizes: 12, 14, 16, 18, 20. See also scale, page 15.
*21 1-4226—State size and color. Shipp. wt., 1 lb. 4 oz. \$1.98

B) BUTTON-FRONT FAVORITE with a cool, breezy pattern to wear right now and all through summer. Nicely made with 1 Mousie pockets, button trim. Hand-washable in Lenz fabric (55% rayon, 45% cotton). Colors: Luggage brown, aqua or orange, each with white print. *Wearer's* sizes: 12, 14, 16, 18, 20.
*21 1-4228—State size and color. Shipp. wt., 1 lb. 4 oz. \$1.98

C) A BASIC-TYPE DRESS with soft shirring at the shoulders. Brown gathers form the wide mid-thigh waist. Neatly white bars on the skirt pockets and neck. Hand-washable in Lenz fabric (55% rayon, 45% cotton). Colors: Rose, rayon, medium green with white print. *Wearer's* sizes: 12, 14, 16, 18, 20.
*21 1-4227—State size and color. Shipp. wt., 1 lb. 4 oz. \$1.98

D) COOL, COMFORTABLE CLASSIC becoming to all types of figures. Neat white polka dots on an color to wear spring and summer. Hand-washable in Lenz (55% rayon, 45% cotton). Colors: Luggage brown, med. blue, pastel green, with white polka dots. *Wearer's* sizes: 12, 14, 16, 18, 20. See also scale, page 15.
*21 1-4225—State size and color. Shipp. wt., 1 lb. \$1.98

E) NEATLY-TUCKED FRONT adds a soft talking effect to this popular short-sleeved dress. Unusually good front skirt, too plain back. Hand-washable in Lenz fabric (55% rayon, 45% cotton). Colors: Rosewood, ind green, med. blue with white print. *Wearer's* sizes: 12, 14, 16, 18, 20. See scale, page 15.
*21 1-4224—State size and color. Shipp. wt., 1 lb. \$1.98



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POPULAR PRICED
RAYON DRESSES

\$2.98
each

Whatever your type, whatever the occasion, Sears line selection of fashionable rayon includes your favorite. Pin checks, solids, florals and polka dots tailored or dress-ups. All are made with detailing and finish of higher priced dresses, but they cost you only \$2.98 at Sears-Roebuck. Buy fashions by mail and save.



A) SMOCKED YOKES dresses up this popular fly front style. Gentlest front skirt fullness with pured back, for easy fit. Self fabric belt. Good quality rayon crepe will give you service. Try cleanable. Wear it for best or everyday. Colors: Soldier blue or red. Misses' sizes: 12, 14, 16, 18, 20. Junior size and color.
• 21 E 4074-line size scale on page 18. Shpg. wt., 1 lb. 8 oz. \$2.98

B) JUMBO RIC-RAC on check novelty checkskin rayon in a youthful all summer look. Curved yokelets give the new pop-topped look to the full skirt. Hand wash separately in LEX. Colors: Blue-and-white or red-and-white, check. Misses' sizes: 12, 14, 16, 18, 20. Check your size. See size scale, page 18. Stay size and color.
• 21 E 4073-Shipping weight, 1 pound 6 ounces.....\$2.98

C) BIG SPLASHY PRINT button-front. Available in good quality spun rayon that is washable, wearable, fashionable. You'll like the unapanned pleats that add extra wearing time for the skirt. Solid look with hand-drawn rayon trim. Available. Colors: Red-and-white, pastel green-and-white, pastel blue-and-white. If you're alone 12, 14, 16, 18, 20. Stay size and color. See size scale, page 18.
• 21 E 4069-Shipping weight, 1 pound 6 ounces.....\$2.98

D) BLAZER BINDING and huge monogram design on this may-to-wear dress. Crush-resistant linen-like spun rayon fabric that keeps its well-groomed look all through the day. Try cleanable. Colors: Luggage brown or navy, each with white trim. Misses' sizes: 12, 14, 16, 18, 20. Stay size and color. See size scale, page 18.
• 21 E 4074-Shipping weight, 1 pound 6 ounces.....\$2.98

E) POINTED MIDDIEFF INSERT gives smooth lines through the middle. Softly gathered skirt makes easy fit over hips. Deep-surplus neckline adjusts to your liking. Hand washable spun rayon fabric. ... see here. Colors: Luggage brown-with-white dot; medium green-with-white dot. Misses' sizes: 12, 14, 16, 18, 20. Stay size and color.
• 21 E 4072-Shpg. wt., 1 lb. 6 oz. See size scale on page 18....\$2.98

Enjoy good clothes—why not pay by the month.
See Sears new Payment Plan, inside back cover.



VARIETY SHOW IN COLORFUL RAYONS

\$2.98^{ea.}

Border prints, peasant embroidery, little girl effects and jacket styles... all the 1963 rayon styles are here. All are made with the finish and fine detailing that are unusual at this low price.

Add other merchandise to your dress order. If the total amounts to \$10.00 or more, Easy Terms are available. See inside back cover.

A) CROSS-STITCH PRINTING adds new interest to your favorite dress. The simple little turn back collar and longer waist are young and flattering. The good quality spun rayon fabric is dry cleanable. Colors: Mauve or white, each with colorful embroidery print. Sizes: 12, 14, 16, 18, 20. See size scale, page 18. State size and color. # 21 1 4544—Shipping weight, 1 pound 8 ounces.....\$2.98

B) FLORAL PATTERN DRESS with little girl effect in skirted round neck. Loop button front closing on bodice. Exposed skirt pleats. French-type rayon crepe. Hand made separately in Paris. Colors: Copper blue or rose green, each with floral print. Sizes: 12, 14, 16, 18, 20. See size scale, page 18. State size and color. # 21 1 4544—Shipping weight, 1 pound 8 ounces.....\$2.98

C) JUMBO PATCH POCKETS make this classic shirtback younger than ever. Front skirt fullness, 3-girt back. Crisp rayon shirtback. Hand washable in L.O.S. Colors: Red-and-white with red trim, blue-and-white with blue trim or green-and-white with green trim. Sizes: 12, 14, 16, 18, 20. See size scale on page 18. State size and color. # 21 1 4544—Shipping weight, 1 pound 8 ounces.....\$2.98

D) PEONIES BOUTIQUE with something extra this season. Easy-toget into buttondown has the look. Hand-grain rayon fabric, hand washable in L.O.S. Colors: Rustal beige, pastel blue or white, each with colorful embroidery. Sizes: 12, 14, 16, 18, 20. See size scale on page 18. State size and color. # 21 1 4545—Shipping weight, 1 pound 8 ounces.....\$2.98

E) LIT, MEET FAVORITE with solid color accents on clean cut easy-sleeves. Starts in the waist, keep the jacket smoother fitting. Flattering flare skirt. Wear jacket with blouse too. Spun rayon. Dry clean. Colors: Green-and-white, red-and-white or brown-and-white. Sizes: 12, 14, 16, 18, 20. See size scale, page 18. # 21 1 4545—State size and color. Sling, wt., 0 lb. 6 oz.....\$2.98



Garments marked * on these 2 pages shipped from New York. Order, pay postage from Sears mail order house marked on this catalog cover.

Kempbrooke
Our Secret Trade Mark

TAILORED COTTONS

Printed cotton crinkle crepe or
finely woven seersuckers

The simple tailored dress so becoming to all figures, so very right for all occasions. In the printed, staidest, most wearable cottons we know. Our laboratory verdict: you can tub them; scrub them . . . they won't shrink more than 5%. Don't bother to iron them—their springy crinkle goes on forever. Only prize patterns of course—printed stripes and woven checks.

- *Fabric . . . fresh water pearl or a fine novelty pattern which harmonizes perfectly.
- *Sleeves . . . finely stitched, neatly finished.
- *Waist . . . 2 inches, as wide as low sleeves.
- *Placket . . . well-pressed and generous.
- *Doublet Pouch . . . nicely shaped and not bulky. Makes the dress easier to button.
- *Belt . . . specially selected, good-looking. They are made of more costly materials.



on left is pink
back for action
on right, matching
green for freedom

13.59

FIFTY THOUSAND WOMEN can't be wrong. They bought this printed cotton crinkle crepe, more it everywhere, declared it the most comfortable, becoming dress in their wardrobe. Yoke top, full pleated skirt allow complete freedom of action. Fresh water pearl buttons, properly spaced, for a non-populatin. Woven ribbing belt with button trimming. Greater value than ever this year. . . . The price is cut. Colors: Red-and-white, brown-and-white, green-and-white, cream blue-and-white or maize-and-white. Sizes: sizes 12, 14, 16, 18, 20.

* 2 1/2 2000—Sears, Roebuck and Co., Chicago, page 18. Shop, wt., 1 lb. 1 oz., 13.59



\$3.98

REDFURNER SUIT DRESS, an unbeatable style and fabric combination. Wear it everywhere, look smart, feel cool in warmest weather. The washable mercerized superior quality . . . the clean, clear dyes in no way are so laundering can't disturb its original beauty. Easy to wear because the tie belt adjusts to your figure. Note white creases, full swing of the (frost-planted) skirt. Colors: Brown-and-white or blue-and-white. Sizes: 11, 14, 16, 18, 20. Size 16, color.

♦ 27 F 8620—Shipping weight, 1 pound 8 ounces \$3.98

\$3.98

REDFURNER COAT DRESS to slide on is a jiffy, take you through any crowded day. The buttoned pockets starting from side seams are new. See how they follow the good figure lines of the bodice. Crisp white pleated dickey over collar is easily removable for separate washing or to vary the appearance of the dress. Genuine stretch button belt. Splendid value because of the superior grade cotton, the woven checks. Colors: Blue-and-white or red-and-white. Sizes: 11, 14, 16, 18, 20. Size 16, color.

♦ 27 F 8621—See size scale, page 18. Ship. wt., 1 lb. 2 oz. \$3.98

PIQUE and GINGHAM . . top-quality, top-fashion washable cottons

Buy these superior cottons because they're smart, so fashion-right for all 'round wear, so easy to keep fresh and clean in lax. Choose them because there is good sense in their sturdy tailoring . . . deep pleckets and generous seams.



WHITE PIQUE is the dress in town when you want to look smart and keep cool. There is exceptionally smart because it cleverly combines casual, street-cyber and plain pique to show off the young princess lines and great figure to best advantage.
Colors: white only. Sizes: 10, 12, 14, 16, 18. State size. See size scale on page 18.
#27 E 8640—Sleeve, wt., 1 lb. . . \$3.98

\$3.98

TYPED PRINTS . . the brighter the better this year. Splendid flowers set off by a smart around in fine quality cotton. See how they call attention to the great lines of the dress. Little apple buttons in blue. Deep pleckets on a front-plaited skirt.
Colors: white 12, 14, 16, 18, 20. State size. See size scale on page 18 for how to measure.
#27 E 8640—Sleeve, wt., 1 lb. . . \$3.98

\$3.98

SHORTEN GINGHAM is one of the most fashion-able cottons pleck to be had. I have you in mind for this dress, combining the trim tailored look of a shirtwaist with the youth, comfort of a dress skirt. V-neck top with large button to accent neckline. Colors: gold-and-green or pink-and-blue.
Colors: 10, 12, 14, 16, 18, 20. State size. See size scale on page 18.
#27 E 8640—Sleeve, wt., 1 lb. . . \$2.98

\$2.98

MOVIE GINGHAM is a lovely plaid, but can't you please see big fashion news in cotton this season. Here's your get-shirtdress, tailored to perfection, with buttoned skirt top, a stitched pleated front skirt. Leather-trimmed belt. Colors: red-and-tan, navy-blue-and-tan or brown-and-tan.
Colors: 10, 12, 14, 16, 18, 20. State size. See size scale on page 18.
#27 E 8640—Sleeve, wt., 1 lb. . . \$2.98

\$2.98

Searspride dresses with a fine wash and wear reputation

Not only famous for wear, but famous for smart style, too. Bright young washable cottons... some with rayon added for better texture... that prove you can dress well on very little at Sears. Sturdy stitching, maximum width skirts.

\$1.98



BIG WHITE BLOSSOMS on red, deep tanned grounds are in big demand this season. It's smart, too, to choose white accents for the neckline and pocket detail as it gives greater emphasis to the print. You'll love the quality of this soft, flared women 100% cotton and 10% rayon fabric.

Colors: Capen blue or rose. *Wives' sizes:* 12, 14, 16, 18, 20. See size table on page 18. *State size and color.*

47 I 8455—(Sleg. wt., 1 lb.)... \$1.98

BRIGHT BORDER PRINTS are very striking when done this way. Seats like a favorite style, the hip-line bougain, and scarlet tiny flowers all over it, leaving the big splash for the young gathered skirt. It's in one of fashion's loveliest fabrics too... 100% cotton and 11% rayon in capen blue. *Wives' sizes:* 10, 12, 14, 16, 18, 20. See size table on page 18. *State size and color. Shipping weight, 1 pound.*

47 I 8454... \$1.98

STRIPED BUTTON-FRONT is one style in a line worn charming with its ease on the short top in give it a smart draped shoulder effect. But its band for smooth easy fit through the waistline. Opens out flat for speedy dressing. *Many colors:* Capen blue-and-white or dark rose-and-white.

Wives' sizes: 10, 12, 14, 16, 18, 20. See size table on page 18. *State size and color. Shipping weight, 1 pound.*

47 I 8452... \$1.98

WOVEN GINGHAM PLAID, a fabric very much in fashion favor these days. We use it for a becoming shirt-bloss that has the rarest comfort of a broad gathered skirt below it set in board. Skirt is belted for easy slipping-on. Buttons and pocket trimming to blend with the plaid.

Colors: Capen blue or rose. *Wives' sizes:* 10, 12, 14, 16, 18, 20. See size table on page 18. *State size and color.*

47 I 8453—(Sleg. wt., 1 lb.)... \$1.98

Garcias marked 4 are shipped from Kansas City. Order, pay postage, from Sears mail order house which sent this catalog.

32 PAGE 25... D451121

BE WELL-DRESSED the day long in Sears fresh percale prints

Seize a little price for dresses you'll be proud to wear anywhere.
Nicely made in our standard washable cottons. Will wear beautifully.

\$1.59 to



STRIPED COAT DRESS, America's pet short-sleeved style, wonderful for work. Easy to slip into, no problem to lose. Comfortable open-neck, pointed top. Stripes used diagonally give slimming lines to skirt, added interest to the pleats and pockets. Roomiest too, it's easy-wearing percale. Colors: Red-and-white or green. Blue-and-white. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 18. *State size and color.* 47 E 8664-Ship, wt., 1 lb. \$1.29

RASCAL STYLE, popular dandy-type frock, for those who like to flatter the figure and look young and pretty. Colorful floral print is accented with ruffles. Buttoned tie essential to make it easy to slip into. Washable percale that stands up under hard wear. Colors: Green, blue or green, colorful floral prints. *Misses' sizes:* 10, 12, 14, 16, 18, 20. See size scale on page 18. *State size and color.* 47 E 8664-Ship, wt., 1 lb. \$1.29

PERCALE SHIRTFROCK follows the big vogue for slacks and makes use of the latest tailored cutlines of the season. It's neat as can be, with its clean lines, novel shaped pockets and front-pleated skirt. Lots of value for the money. Colors: Navy-and-white or red-and-white. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale, page 18. *State size and color.* 47 E 8664-Ship, wt., 1 lb. \$1.29

SPLASHY PRINTS are fashion news. Here they're effectively used in a cool cotton frock of handsomely pleated percale with deep V neckline accented by a single large button. Gathered yoked bodice has plenty of freedom. Good skirt shows off the beauty of waist advantage. Colors: Navy or rose grounds. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale, page 18. *State size and color.* 47 E 8664-Ship, wt., 1 lb. \$1.29

WASHABLE BUTTON-UPS... easy-on Cottons, ideal for work

Packed with value, packed with style... these good standard cottons make dressing easy and wash day simple. Well made, sturdy stitched.

\$1.59^{ea}



BRUNCE COAT is a real third print. Only two buttons to close and it's on... no wonder it's the busy American woman's standby. Young and continuing with the checked skirt you love, plenty of lapels. The good quality washable prevails more beautifully.

Milner' sizes 12, 14, 16, 18, 20. See size scale, page 18. Skirt also. Shipping weight, 1 pound.

42 1-8004-Assorted colorful floral prints.....\$1.59

STRIPED COAT DESIGN with bright contrasting tie-on directly used. With stripes more popular than ever, you're sure to welcome this good-looking young cotton. Square-neck line is always cool, a soft hand gives mod lines. Easy-tubing durable prevails.

Colors: Capes and white or red-and-white stripes. Milner' sizes 12, 14, 16, 18, 20. See size scale on page 18. Skirt also and color.

42 2-8070-Skip, wt., 1 lb.\$1.59

BRIGHT BOUTIQUE PRINT as mod, clean white. Youthful, gay, and crisp, it's a great fashion favorite. Its pointed waistband and flaring skirt promise figure flattery. Buttons all the way down as you can keep into it in a hurry. Smooth, long-wearing cotton broadcloth, easy to launder.

Milner' sizes 12, 14, 16, 18, 20. See size scale on page 18. Skirt also. Shipping weight, 1 pound.

42 1-8002.....\$1.59

BUTTON-FRONT is the favorite, dressless style that has meant real, easy comfort to so many women. Now third price is truly accented with white organza ruffles. Set-in band shows a youthful gathered skirt. Washable, irrevocable prevails, easy to iron. Colors: Capes like or rose points.

Milner' sizes 12, 14, 16, 18, 20. See size scale on page 18. Skirt also and color. Shipping weight, 1 pound.

42 1-8074.....\$1.59



BARGAIN PERCALES

Why not look pretty around the house when these washables are priced so low!

A) THE MIDDIE DRESS in bright floral prints is always a flattering style. Snowy white piping points up its good lines. Underneath looks for a ring skirt. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 18. *Slit size.*

47 1 1644—Shipping weight, 1 pound. . . . \$1.29

B) THE CHECKED DRESS has your most becoming gathered skirt below a set-in band. Tie-back neck. Colors: Navy-and-white, green-and-white or red-and-white. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 18.

47 1 1644—Slit size, color. Shipp. wt., 1 lb. . . . \$1.29

C) THE STRIPED SHIRT DRESS is tops for that trim tailored look. Has one horizontal band; contrasting buttons, bodice. Colors: Red-and-white or navy, blue-and-white. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 18.

47 1 1644—Slit size, color. Shipp. wt., 1 lb. . . . \$1.29

D) THE POLKA DOT DRESS never fails to flatter. Fresh white bands for contrast, an attractive low neckline. Yoked top; good lined skirt. Colors: Red or navy, white dots. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 18.

47 1 1644—Slit size, color. Shipp. wt., 1 lb. . . . \$1.00

E) THE COLORFUL FLORAL is the simplest of styles for easy dressing, easy laundering. It shows dress for line action, built-in for smooth waistline. Neat white tie-in. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 18.

47 1 1644—Slit size. Shipp. wt., 1 lb. . . . \$1.00





Junior's

WE KNOW WHO YOU ARE

You're the girls who want style first. (Sears take care of quality and low prices for you.) You want the dresses being worn and talked about. That's why we feature designs by the dozens, long-torces, stock tangues and two-pieces with embroidery, bows, etc.-etc. as whatever to make them different. Even only at Sears can do them.

THE DOODLE DRESS \$3.49

The dress of the year in washable woven gingham checks. Rows of circles "doodling" on a basque top, full skirt. Fastened in the back so you keep close to it in a hurry. An evenly finished inside so it is cool with plaid seams, lapel-style collar, strong stitching, 14-inch hem; washable buttons. Colors: Red-and-white, Copper blue-and-white or Brown-and-white. Junior's sizes: 8, 11, 13, 15, 17. See size table on page 30. Start size, color. Shipped from Kansas City, Mo. (plus postage from Sears mail order houses from which you received this catalog). \$27.50 more—Shipping wt., 1 lb. . . \$3.49

DINE AND DANCE

DATE DRESSES

For Juniors

Pick the dress you'll wear for your "big moment" from this dress-up crop. The perfect one is here, for it for luring dating, dancing, dining or just wanting to look your best.

JUNIORS' SIZE SCALE

Be sure to check your proper size. See how to measure information on page 37A.

Order size	8	10	12	14	16	17	18
Bust	32	34 1/2	36	37 1/2	39	40 1/2	42
Waist	26	28 1/2	30	31 1/2	33	34 1/2	36
Hip	34 1/2	36 1/2	38 1/2	40 1/2	42 1/2	44 1/2	46 1/2



A) YOUR FAVORITE DRESS!—you've seen it everywhere at higher prices. Color-dot print with solid color ruffle trim. Fine quality rayon crepe. Dry clean. Colors: Powder blue or powder rose, each with white dots. *Juniors' sizes 8, 11, 13, 15, 17. State size and color.*

• \$12.40—Slugg. wt., 1 lb. 4 oz. See size scale above... **\$4.98**

B) 1 PIECE SUIT in spun rayon butcher linen, a stomach firm fabric with the look, feel and endurance of linen. Dry clean. Colors: Forest green or hazy green, with white ric-rac.

Juniors' sizes 8, 11, 13, 15, 17. State size and color.

• \$12.40—Slugg. wt., 1 lb. 8 oz. See size scale above... **\$4.98**

C) RAYON CREPE DE CHÂTEAU with the sleek, figure flaring finish, rippling skirt. Juniors' choice for. Little girl here from shoulder to cut in patch pockets. Dry clean. Colors: Royal blue or black. *Juniors' sizes 8, 11, 13, 15, 17. State size and color.*

• \$12.40—Slugg. wt., 1 lb. 8 oz. See size scale above... **\$4.98**

D) 1 PIECE SUIT DRESS in spun rayon with colorful applique trim and bow tie closing. Back with shawl. Jacket slimmers fit. Flare skirt has ric-rac trim. Fabric is dry cleanable. Colors: Pastel beige or navy, each with red trim.

Juniors' sizes 8, 11, 13, 15, 17. State size and color.

• \$12.40—Slugg. wt., 1 lb. 8 oz. See size scale above... **\$3.98**

E) CALIFORNIA DRESS! with flattering high neckline and colorful pom pom trim. In rayon chambray. Hand wash separately in Lvs., remove pom-poms. Colors: Pastel beige with red and green trim or pastel blue with navy and red trim.

Juniors' sizes 8, 11, 13, 15, 17. State size and color.

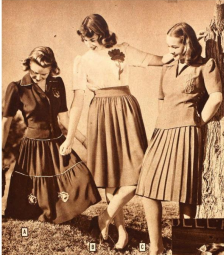
• \$12.40—Slugg. wt., 1 lb. 8 oz. See size scale above... **\$3.98**

Garments marked 4 on these two pages, shipped from New York. Order and pay postage from Sears mail order house from which you received this catalog.

EVERYDAY RAYON
STYLES FOR JUNIORS

\$3.98
each

You can wear these dresses 'round the clock and through the seasons. They're the full-skirted, long-sleeved styles that juniors cherish for and never seem to have enough of. They're good quality rayons with all the little details that you'd pay more for in most stores. You can pick a complete wardrobe at this popular price and be set for the whole summer through. For Sears easy terms, see inside back cover.



A) FULL TIERED SKIRT has contrast piping and colorful applique trim to make this look a great favorite with Juniors. The back belt. Good quality rayon crepe. Dry clean. Colors: Navy or black. Junior's sizes 9, 11, 13, 15, 17. State size and color.

• 21 2 4127—See size scale, page 38. Shpg. wt., 1 lb. 6 oz. \$3.98

B) TWO-TONES give a 2-pt. look to your favorite dancin'. Colorful applique trim, tie-back belt. Rayon chambray. Dry clean. Colors: Emerald green or fuchsia brown, each with beige top. Junior's sizes 9, 11, 13, 15, 17. State size and color.

• 21 2 4128—See size scale, page 38. Shpg. wt., 1 lb. 6 oz. \$3.98

C) PIECE MIDDY TYPE in spun rayon, always a great favorite. Monogram design into the slim fitting middie top. All round pleated skirt. Dry clean. Colors: Medium blue or red.

Junior's sizes 9, 11, 13, 15, 17. State size and color.

• 21 2 4129—See size scale, page 38. Shpg. wt., 1 lb. 6 oz. \$3.98

D) CLUSTER FRONT TUCKS trim this cool dress that's never sold below at this low price. Collarless neckline, set-in waistband, slash pockets. In good quality rayon chambray. Wash separately. Use Lenz. Colors: White, blazon pink, blazon blue, blazon yellow. Junior's sizes 9, 11, 13, 15, 17. State size and color.

• 21 2 4130—See size scale, page 38. Shpg. wt., 1 lb. 6 oz. \$3.98

E) IRIDES SPUN RAYON look with saddle stitching to bring out its smooth pattern lines. Generous lap pleats in front and back skirt. Dry clean these fun dresses. Colors: Forest green, navy, or maize each with saddle-stitching.

Junior's sizes 9, 11, 13, 15, 17. State size and color.

• 21 2 4131—See size scale, page 38. Shpg. wt., 1 lb. 6 oz. \$3.98



Buy by mail from Sears, Roebuck and Co.
save time . . . save gas . . . save money.

× PAGE 37 . . . CHIEFED

THRIFTY RAYONS and RAYON MIXTURES

Junior sizes 9 to 17

Nicely made . . . real values at these low prices. The styles that Juniors never seem to have enough of . . . with all the newest style tricks the 9 to 17 size range carries about. Border prints, little-girl effects and jacket types. All made with the important little details for which boys' Junior dresses are famous.

Easy Terms are available
See inside back cover



A) THE SAILOR DRESS is tops for Juniors. In form wears upon rayon, it has delectable princess lines that do so much for the young figure. Real girl knot tie. Tie-back belt. Dry clean. Colors: Navy-with-red-and-white trim. Juniors' sizes 9, 11, 13, 15, 17. State size. To measure, see page 35. Slipp. wt., 1 lb. 4 oz.

• 50 4115.....\$2.59

B) FITTED 1-PRICE SUIT in spun rayon takes an important place in your wardrobe. Jacket has high button closing. Little girl collar, ric-rac trim. Full gathered skirt on waist yoke. Hand washable. Colors: Red-and-white check or blue-and-white check. Juniors' sizes 9, 11, 13, 15, 17. State size, color. See inside, page 35. Slipp. wt., 1 lb. 8 oz.

• 51 4117.....\$2.99

C) SUNFLOWER BORDER PRINT DRESS. New altered robe treatment in a square neckline. Set in waistband has tie-back belt. Cottonella spun rayon, wrinkle resistant. Wash in Lave. Colors: Blue or orange, each with white border print. Juniors' sizes 9, 11, 13, 15, 17.

• 50 4120-State size, color. See inside, page 35. Slipp. wt., 1 lb. 4 oz.....\$2.99

D) FULL TIERED SKIRT set off with crisp white binding makes it a junior's favorite. Long waisted, button front bodice has little girl collar. Cuts dot print in 35% rayon, 65% cotton. Hand washable in Lave. Colors: Pastel green, red, blue or luggage brown, each with white polka dot. Juniors' sizes 9, 11, 13, 15, 17. See size inside, page 35.

• 50 4121-State size, color. Slipp. wt., 1 lb. 4 oz.....\$1.98

E) CHECKED FOR JUNIORS. The favorite flattering lines of the long tiered style in 35% rayon, 65% cotton. Featured in the skirt with front fullness and 1-piece back. Side button closing. Colors: Black-and-white. Juniors' sizes 9, 11, 13, 15, 17.

• 51 4124-State size. See size inside, page 35. Slipp. wt., 1 lb. 4 oz.....\$1.98

Garments marked **a** on these 3 pages are shipped from New York. Order and pay postage from fractional order bases from which you received this catalog.



FIGURE-FLATTERING RAYONS FOR JUNIORS

\$2.98^{ea}

Styles to make the most of pretty young figures, youthful small waists. Full skirted winners in the season's pick of rayons. For size 9 to 17.

Why not add other merchandise to your dress order. If the total amounts to \$10 or more, Easy Terms are available, see inside back cover.

A) PLEATED POCKETS give the new pop-top effect in this two-tone fashion leader. Note the fashion shoulder flaring and gay tie-colored cord belt. Smart high cardigan neckline. In good quality rayon rayon. Dry clean. Colors: Emerald Green-and-ivory or Lagoon Brown-and-belt. Juniors' sizes 9, 11, 13, 15, 17. State size and color. Check your size, see page 80. • 21 1/2-4125—Shipping weight, 1 pound 8 ounces.....\$2.98

B) NEAT, SMALL-CHICKS with solid contrasting trim gives a flattering line to Juniors. Slim-fitting longer waistline has gathered fuller skirt. Simulated slash pockets. Smooth Cellulose rayon tulle. Dry clean. Colors: Navy-and-white check with solid red trim. Juniors' sizes 9, 11, 13, 15, 17. State size and color. Check your size, see page 80. • 21 1/2-4126—Shipping weight, 1 pound 8 ounces.....\$2.98

C) FLATTERING LONG TUNIC WAIST with trim in stripes to match the skirt. Rayon crepe form-fitting top, rayon jersey skirt. Dry cleanable. Colors: Green, Brown or Navy each with corresponding white stripes. Juniors' sizes 9, 11, 13, 15, 17. State size and color. See main page 80. • 21 1/2-4127—Shipping weight, 1 pound 8 ounces.....\$2.98

D) ALL-OVER PRINT in good quality French-type rayon rayon. Darts give the bodice a sleek look. Five button back closing. Skirt white cotton removable collar. Wash separately in L.W. Colors: Royal Blue-and-white print or Red-and-white print. Juniors' sizes 9, 11, 13, 15, 17. State size, color. Check your size—see page 80. • 21 1/2-4128—Shipping weight, 1 pound 8 ounces.....\$2.98

E) FRENCH-TYPE RAYON CREPE in clean, smart looking stripes. Two jumbo pockets add new interest in the full skirt. Not in waistband. Wash separately in L.W. Colors: Red, Brown or Green each with white stripes. Juniors' sizes 9, 11, 13, 15, 17. State size and color. • 21 1/2-4129—Shipping weight, 1 lb. 8 oz. Check your size—see page 80.....\$2.98

Garments marked with a * are shipped from New York. Order and pay postage from Sears Mail Order House marked on this catalog cover.



SEE PAGE 33 DRESSES

JUNIORS WANT COTTON SUITS

Because they're smart and wear-able from early morning to late dates. Because they cost little in price, very little to keep looking fresh . . . all you do is Love them. Count up these styles and washable fabrics . . . the most important ones are here.

Remember, too, everything at Sears is available on Easy Terms. See the Inside Back cover.



A)
\$2.98

PIKRA DOT PIQUE, noted for its cool, clean young charm, is further enhanced by a trim white collar. Your favorite jacket is nicely fitted. Your favorite gird skirt has plenty of swing. Buy it for warm-look maximum. Colors: Red-and-white or navy-blue-and-white. *Juniors' sizes 9, 11, 13, 15, 17. See size scale, page 36. Short size, color.* ♦ 27 E 8415—Shipping weight, 1 pound 5 ounces..... \$2.98

B)
\$2.98

WOVEN STRIPE SEERSUCKER is one of our biggest selling suits. Popular because of its easywearing fabric, its simple, masculine cut. Skin pleated front and back. A little price to pay for this fine quality. Needs no ironing! Colors: Light brown-and-white or green-and-white. *Juniors' sizes 9, 11, 13, 15, 17. See size scale, page 36. Short size, color.* ♦ 27 E 8416—Shipping weight, 1 pound 5 ounces..... \$2.98

C)
\$2.98

WOVEN GENUINE CHUCKS are making a big hit with fashion this year. They're just becoming set off by a detachable white paper collar and easywearing looking skirt with attached front pleats. Colors: Brown-and-white, navy-blue-and-white or red-and-white. *Juniors' sizes 9, 11, 13, 15, 17. See size scale, page 36. Short size, color.* ♦ 27 E 8414—Shipping weight, 1 pound 5 ounces..... \$2.98

D)
\$2.98

COTTON CRINKLE CREPE (you call it French) is the prettiest of pleats, for our exciting new harque suit with dressy type skirt. Very well fitted, wonderful on Junior figures. Fully accented by lace-trimmed paper. Needs no ironing. Colors: Blue-and-white or brown-and-white. *Juniors' sizes 9, 11, 13, 15, 17. See size scale, page 36. Short size, color.* ♦ 27 E 8414—Shipping weight, 1 pound 5 ounces..... \$2.98

Garments marked with diamond ♦ and these two pages are shipped from Kansas City. Order and pay postage from the mail order house from which you received this catalog.

Buy by mail . . . Save time . . . Save money

LIVE IN PINAFORES

So much cheer for so little money. They are the nation's choice for household chores, cooking, gardening, marketing, and mending. Crisp washable cottons in the most popular colors. All have snap tie back waists, all button in back for easy dressing, easy laundering. You can dress them up with our attractive blouses . . . see page 30 for some bright blues.



BUTTERFLY RUFFLES are a little-girl pinafare. Clean white rib-ray trimming, for-by hand makes your favorite dainty skirt look fuller. A very irrisistible petal-like check. Colors: Red and white or green and white. *Misses' sizes 12, 14, 16, 18, 20. See size scale on page 16. State size and color.* 47 U 9717—Shipping weight, 1 pound \$1.09

A **FIELD-FLLOWER PRINT** is just the thing to start your day right. Fresh and cool in long-wearing prints with ruffles of baby blue-ray trimming. A big bargain at this low price. Small (12-14), Medium (16-18), or Large (20-22). *State size, shipping weight, 1 pound.* 47 U 9718—Assorted colorful floral prints \$1.09

THE FAMOUS "VICTORY APRON" worn by the girls taking Uncle Sam's bomb. The smart, most useful to be had with giant divided pocket (1 mile pocket). Patterns red and white and blue cotton prints. *Misses' sizes 12, 14, 16, 18, 20. State size. See size scale on page 16. Shipping weight, 1 pound.* 47 U 9719—Pinafare only, (see blouse, see page 70) \$1.49

TRANSMIRAY is wonderful misty colors. A really dressy pinafore that's just timing and smart. Its only color is in the convenient pocket, embroidered in usually white. Colors: Blue, super blue, brown. *Misses' sizes 12, 14, 16, 18, 20. See size scale on page 16. State size and color.* 47 U 9720—Shipping weight, 1 pound \$1.09

WOVEN CHECKER GINGHAM is the kind of pinafore your favorite movie star wears when she "checks" a scene. Clean, crisp embroidered cotton for the Battering Pinafare. Colors: Navy Red and white or super blue and white. *Misses' sizes 12, 14, 16, 18, 20. State size, color.* 47 U 9721—Shipping weight, 1 pound \$1.89

A)
\$1.59

B)
98¢

C)
\$1.69

D)
\$1.98

E)
\$1.89





CHECK YOURSELVES IN WASHABLE COTTONS

Junior's sizes 9 to 17

A) THE JESSIE RICHARD DRESS is a lovely woven sweater-rocket has a new and flattering slash neckline, sleeve like a neckline on the fitted top. Your pet full skirt below a soft waistband. Colors: Red-and-white or capote blue-and-white. *Junior's* sizes: 9, 11, 13, 15, 17. See made on page 80.
• 27¢ 60¢—See size and color. Shipping weight, 1 lb. \$2.99

B) DAIRYMAID DRESS, is woven gingham, sport hat like top. A new piece that will remind you of the dress a certain check pattern seems like worn in her most appealing style. Three pockets. Colors: Brown-and-white, capote blue-and-white, red-and-white. *Junior's* sizes: 9, 11, 13, 15, 17. See size and color.
• 27¢ 60¢—See made on page 80. Ship. wt., 1 lb. \$2.99

C) THE LONDO-TORNO with shirt collar and button detail top. One of these simple dresses (fashion) jersey—and so small, priced at Sears. Ready-made. Colors: Capote blue-and-white or red-and-white. *Junior's* sizes: 9, 11, 13, 15, 17. See size and color on page 80. See size and color.
• 27¢ 60¢—Shipping weight, 1 pound \$2.99

D) THE LUCKY-BRAND is a fine woven gingham check trimmed with sport embroidery in the dress for you. Its fitted skirt is new, so you must know if you've been reading the latest fashion magazines. Colors: Green-and-white, brown-and-white or red-and-white. *Junior's* sizes: 9, 11, 13, 15, 17. See size and color on page 80. See size and color.
• 27¢ 60¢—Shipping weight, 1 pound \$2.99

E) THE CAREER-GIRL SUIT, a two-piece still feeling as high with fashion. There is in the latest parade to be had—a sturdy 80-gram. White Peter Pan collar, front look pleat in skirt. Colors: Black-and-white, capote blue-and-white. *Junior's* sizes: 9, 11, 13, 15, 17. See made on page 80. See size and color.
• 27¢ 60¢—Shipping weight, 1 lb. \$4.99

Comments marked • shipped from Kansas City, Order and pay postage from Sears mail order house which sends you this catalog. For Sears Terms, see inside back cover.





HAVE A WHIRL IN THRIFTY COTTONS

Junior's sizes 9 to 17

A) THE FLORAL BASQUE in washable percale (also in cotton-muslin) in bright, boldness and bubble-dotted patterns. Black top with gathered waist, your favorite skirt color. Colorful floral prints. Junior's sizes: 9, 11, 13, 15, 17. See scale, page 38.
47 1 8420—Skirt color, color. Slipp. wt., 1 lb. \$1.29

B) THE POLKA DOT DORSEL in snap-bubbling percale (also in cotton-muslin) in a wide, white skirt below. Colors: Navy, green or navy, white dots. Junior's sizes: 9, 11, 13, 15, 17. See scale, page 38.
47 1 8420—Skirt color, color. Slipp. wt., 1 lb. \$1.00

C) THE SHEER DORSEL in flock dot cotton voile (also in cotton-muslin) in a wide, white skirt below. Delicately in washable, slips on without needing a belt. Good, washable, and wonderful for dancing! Colors: Red or plaid blue, white dots. Junior's sizes: 9, 11, 13, 15, 17. See scale, page 38.
47 1 8420—Skirt color, color. Slipp. wt., 1 lb. \$1.98

D) THE STRIPED BASQUE in crisp washable percale. Dress (also in the bright appliqué prints). (Yours and his.) White or navy, white dots with broad stripes. Colors: Blue-and-white or red-and-white. Junior's sizes: 9, 11, 13, 15, 17. See scale, page 38.
47 1 8420—Skirt color, color. Slipp. wt., 1 lb. \$1.50

E) THE BUTTON-ON TOP in fashion's latest bright blue (also in navy). 14 buttons on in a gathered white skirt. Little girl collar, lace, and trim of navy white. Finest quality 60 x 90 striped percale—washable. Colors: Red-and-white or navy (blue-and-white). Junior's sizes: 9, 11, 13, 15, 17. See scale, page 38.
47 1 8420—Skirt color, color. Slipp. wt., 1 lb. \$1.98

Garments marked * shipped from Kansas City, Drexel and you package from mail order house from which you received this catalog. Buy by mail and save.



Be Measured

... FOR YOUR NEW DRESS, SUIT OR COAT

The generous size standards, usually found in better dresses, coats, and suits, have been adopted for all Sears garments. A recent U. S. Government survey of thousands of women's measurements has also helped in determining the size scales below. This means that you can be more certain of proper fit when you order fashions from Sears. Study the variations between the figure types; give special attention to the hip measure, listed first in the tables below. This is important, as most garments generally fit the hips, and waist, more closely than the bust. Be certain of the right fit by measuring carefully—you get the most accurate results when you have some one measure you. Order the same size whether the garments are made of rayon, cotton, or wool.

Your measurements should be taken over slip or light-weight dress with belt removed, as illustrated.



Hips are measured 3 inches below natural waistline, from tops. Do not pull tight. (Sears garments are guaranteed for size at this depth.)



Waist is measured on smaller part of natural waistline. Hold tape as snug as possible to have your garments fit you. Measure carefully.



Bust is measured over fullest part with tape held flat but not tight. Hold tape close to under arms. Do not let it slide down in back.



Length is measured from "neck" at back of each, following curve of body to hem. Take in back measure from neck to waist, waist to hem.

IMPORTANT!— Do not change the size for one inch variation in bust measure. ... If hip and waist agree with style.
2. If hip and waist measurements are between sizes, order size nearest to these two measurements.

JUNIOR'S SIZE SCALE ... The Junior Figure is slightly shorter than is Misses'. The bustline is higher, the waistline slimmer. Garments are styled in style for youthful figures of all ages.

Order Size	4	10	12	14	16	18
If hips are	33	34 1/2	36	37 1/2	39	40 1/2
If waist is	25 1/2	26 1/2	28	29 1/2	31	32 1/2
If bust is	33 1/2	34	35 1/2	36	37 1/2	39
Dress length	35 1/2	36 1/2	37	37 1/2	38	38 1/2

SENIOR WOMEN'S SIZE SCALE ... Senior Women are 5 feet 5 in. or taller. The figure proportions are similar to the Misses', except the 1/2 inch difference in waist and hips due to shoulder height.

Order Size	14 1/2	16 1/2	18 1/2	20 1/2	22 1/2	24 1/2	26 1/2
If hips are	40	42	44	46	47 1/2	49 1/2	51 1/2
If waist is	30	32	34	36	37	39	41 1/2
If bust is	37	38	40	42	43	45	47 1/2
Dress length	43	43 1/2	43 1/2	43	43 1/2	44 1/2	44 1/2

ADULT WOMEN'S SIZE SCALE ... Adult Woman's Figure is heavier through the upper body than the Women's Figure. Garments are styled with Sears fashion/creation particular to make you look slim.

Order Size	18	20	22	24	26	28	30
If hips are	43 1/2	45 1/2	47 1/2	49 1/2	51 1/2	53 1/2	55 1/2
If waist is	34	36	38	40	42	44	46
If bust is	41	43	45	47	49	51	53
Dress length	44	44 1/2	45	45 1/2	46	46 1/2	47 1/2

WOMEN'S SIZE SCALE ... Women's Figure is a well developed but youthful build. The waist is slimmer. The figure is well proportioned throughout. This average figure type has the widest choice of styles.

Order Size	10	12	14	16	18	20	22
If hips are	34	35	36 1/2	38	39 1/2	41	42 1/2
If waist is	24	25 1/2	27	28 1/2	30	31 1/2	33
If bust is	31	32 1/2	34	35 1/2	37	38 1/2	40 1/2
Dress length	41	41 1/2	42	42 1/2	43	43 1/2	44 1/2

WOMEN'S SIZE SCALE ... The Woman's Figure is a well proportioned, mature figure with waistline slightly larger than is Misses' Figure.

Order Size	24	26	28	30	32	34	36
If hips are	48 1/2	49 1/2	50 1/2	51 1/2	52 1/2	53 1/2	54 1/2
If waist is	38	40	42	44	46	48	50
If bust is	46	48	50	52	54	56	58
Dress length	47	47 1/2	48	48 1/2	49	49 1/2	50

GRACIOUS LADY SIZE SCALE ... Gracious Lady's Figure is like the Woman's, except that the general lengths are longer. Styles are designed for older women.

Order Size	34	36	38	40	42	44	46
If hips are	50 1/2	51 1/2	52 1/2	53 1/2	54 1/2	55 1/2	56 1/2
If waist is	40	42	44	46	48	50	52
If bust is	54	56	58	60	62	64	66
Dress length	47	47 1/2	48	48 1/2	49	49 1/2	50



Women

WE PLAN TO PLEASE YOU

You want conservative styles because you look best in them. You want the extra value that fine dressmaking and good fabrics give. You want the full cut skirts that mean better wear and more comfort. Sears women's fashions bring you all of these in prices to suit every purse. Typical of Our Women's section is this style for Spring 1943 selected for you by Mary Lewis.

\$6.98

2-pc. Suit Dress in Shantung rayon crepe

A luxury rayon fabric with a national reputation for good looks. Rich trapezoid embroidery gives softness to bustline, adds a dash of the wild. Detachable white collar and cuffs. Flattering, wrap to knee pleated front skirt. Dry clean. Colors: Navy blue, ecru, blue or primrose rose. Shipping weight, 3 pounds 8 ounces.

• 31 & 4210—Women's sizes: 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000, 1002, 1004, 1006, 1008, 1010, 1012, 1014, 1016, 1018, 1020, 1022, 1024, 1026, 1028, 1030, 1032, 1034, 1036, 1038, 1040, 1042, 1044, 1046, 1048, 1050, 1052, 1054, 1056, 1058, 1060, 1062, 1064, 1066, 1068, 1070, 1072, 1074, 1076, 1078, 1080, 1082, 1084, 1086, 1088, 1090, 1092, 1094, 1096, 1098, 1100, 1102, 1104, 1106, 1108, 1110, 1112, 1114, 1116, 1118, 1120, 1122, 1124, 1126, 1128, 1130, 1132, 1134, 1136, 1138, 1140, 1142, 1144, 1146, 1148, 1150, 1152, 1154, 1156, 1158, 1160, 1162, 1164, 1166, 1168, 1170, 1172, 1174, 1176, 1178, 1180, 1182, 1184, 1186, 1188, 1190, 1192, 1194, 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2856, 2858, 2860, 2862, 2864, 2866, 2868, 2870, 2872, 2874, 2876, 2878, 2880, 2882, 2884, 2886, 2888, 2890, 2892, 2894, 2896, 2898, 2900, 2902, 2904, 2906, 2908, 2910, 2912, 2914, 2916, 2918, 2920, 2922, 2924, 2926, 2928, 2930, 2932, 2934, 2936, 2938, 2940, 2942, 2944, 2946, 2948, 2950, 2952, 2954, 2956, 2958, 2960, 2962, 2964, 2966, 2968, 2970, 2972, 2974, 2976, 2978, 2980, 2982, 2984, 2986, 2988, 2990, 2992, 2994, 2996, 2998, 3000, 3002, 3004, 3006, 3008, 3010, 3012, 3014, 3016, 3018, 3020, 3022, 3024, 3026, 3028, 3030, 3032, 3034, 3036, 3038, 3040, 3042, 3044, 3046, 3048, 3050, 3052, 3054, 3056, 3058, 3060, 3062, 3064, 3066, 3068, 3070, 3072, 3074, 3076, 3078, 3080, 3082, 3084, 3086, 3088, 3090, 3092, 3094, 3096, 3098, 3100, 3102, 3104, 3106, 3108, 3110, 3112, 3114, 3116, 3118, 3120, 3122, 3124, 3126, 3128, 3130, 3132, 3134, 3136, 3138, 3140, 3142, 3144, 3146, 3148, 3150, 3152, 3154, 3156, 3158, 3160, 3162, 3164, 3166, 3168, 3170, 3172, 3174, 3176, 3178, 3180, 3182, 3184, 3186, 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3852, 3854, 3856, 3858, 3860, 3862, 3864, 3866, 3868, 3870, 3872, 3874, 3876, 3878, 3880, 3882, 3884, 3886, 3888, 3890, 3892, 3894, 3896, 3898, 3900, 3902, 3904, 3906, 3908, 3910, 3912, 3914, 3916, 3918, 3920, 3922, 3924, 3926, 3928, 3930, 3932, 3934, 3936, 3938, 3940, 3942, 3944, 3946, 3948, 3950, 3952, 3954, 3956, 3958, 3960, 3962, 3964, 3966, 3968, 3970, 3972, 3974, 3976, 3978, 3980, 3982, 3984, 3986, 3988, 3990, 3992, 3994, 3996, 3998, 4000, 4002, 4004, 4006, 4008, 4010, 4012, 4014, 4016, 4018, 4020, 4022, 4024, 4026, 4028, 4030, 4032, 4034, 4036, 4038, 4040, 4042, 4044, 4046, 4048, 4050, 4052, 4054, 4056, 4058, 4060, 4062, 4064, 4066, 4068, 4070, 4072, 4074, 4076, 4078, 4080, 4082, 4084, 4086, 4088, 4090, 4092, 4094, 4096, 4098, 4100, 4102, 4104, 4106, 4108, 4110, 4112, 4114, 4116, 4118, 4120, 4122,



YOUR "GOOD" DRESS . . slim, simple, beautifully styled

Richly textured rayons finished with excellent taste and fine detailing. Dresses for this season and next in women's sizes

\$6.98 each

FACONNE, A LUXURY KEEPER RAYON, a famous soft fabric in an all-over shadow pattern that you've admired at much higher prices. It's the entire type silhouette back pictured here in a typical 1940 style, with shoulder interest in the tucks and ornamental lines. Simulated flower buttons add a fine dressmaker touch. Unpressed pleated front skirt, good back. Soft fabric belt and buckle. Subtly patterned in a fabric to keep you cool, dry clean.

Colors: Powder blue or powder rose.
If women's sizes: 34, 36, 38, 40, 42, 44. See size scale on page 58. State size and color.

4211 E 4213—Sleeve, wt., 1 lb. 8 oz. \$6.98

STUNNY RAYON CREPE highlighted with fagoting trim to give your favorite button-front a brand new look. Fagoting under the smooth shoulder yoke releases skirted fullness over the bustline. Soft fabric belt. Beautiful workmanship throughout. Gracefully full suspended pleated front, 2-piece back skirt. A dress you can stain with at Easter under a coat and wear all summer long alone. Dry cleanable.

Colors: Navy, dusty rose or pressed rose.
If women's sizes: 34, 36, 38, 40, 42, 44. See size scale on page 58. State size and color.

4211 E 4213—Sleeve, wt., 1 lb. 8 oz. \$6.98

STUNNY RAYON CREPE, with plenty of line tucking to set off the slim figure-defining lines. Note the new curved set-in pockets, the jeweled ornament at the flatter V-neckline. 5½ sleeves are a favorite length for women's 2-piece front and back skirt becoming to all figures. Soft belt and buckle. A good basic dress to be accented by your accessories, dress it up or down. A perfect choice for your first spring dress. Dry clean.

Colors: Dusty rose, pressed rose or navy blue.
If women's sizes: 34, 36, 38, 40, 42, 44. See size scale on page 58. State size and color.

4211 E 4213—Sleeve, wt., 1 lb. 8 oz. \$6.98

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FOUR IMPORTANT STYLES . . each with the newest fashion tricks

Tailored and dressy types in fine quality rayons each designed for wearability and to flatter women's sizes 34 to 44 **\$5.98** each

PIN TUCKING, honey pockets and simulated jewel buttons accent this popular shirtneck. Good quality rayon-type rayon lends itself to nice tailoring and the yoke faced back allows for extra comfort. Most popular by length shown. Pleated front skirt has figure back. Dry cleanable.
Colors: Soldier blue, black or huggie brown.
Women's sizes: 34, 36, 38, 40, 42, 44.
See male, page 25. Size also, color, #11 44218-54pg, wt., 1 lb. 8 oz. \$5.98

RAYON CREPE ROMAINE is a figure-flattering, easy-to-wear button front dress. Its features are highlighted by white embroidered ruffles which is detachable and the shirred shoulders which give a softer line. Full skirt has buttoned bottom and belt. Skirt has creased front pleats, figure back. Dry clean.
Color: Navy with red embroidered white collar. Women's sizes: 34, 36, 38, 40, 42, 44. To measure, see size guide on page 25. Size also, color, #11 44217-54pg, wt., 1 lb. 8 oz. \$5.98

CRISP WHITE TOUCHES on this popular polka dot rayon crepe combine to make this dress a fashion favorite for spring 1949. The skirt flares softly from shirred waist at sides in French figure back. The rayon carefully creased, lined and cuffs are detachable. Dry cleanable.
Colors: Navy with white polka dots or black with white polka dots.
Women's sizes: 34, 36, 38, 40, 42, 44.
See male, page 25. Size also, color, #11 44216-54pg, wt., 1 lb. 8 oz. \$5.98

RAYON JERSEY—black, smooth-fitting in a splashy print . . . a beautiful wrinkle-resistant fabric that drapes so gracefully. New deep-plunging neck-line with shirring from the shoulder yoke for softer looses. Easy riding to the figure front skirt. Spread back. Full fabric belt and bowtie. Dry clean.
Color: White ground third print.
Women's sizes: 34, 36, 38, 40, 42, 44.
See size guide on page 25. Size also, shipping weight, 1 pound 8 ounces.
#11 44215-54pg, wt., 1 lb. 8 oz. \$5.98

Garments marked * shipped from New York. Order and pay postage from mail order house that sent this catalog.

☐ **PAGE 370** **DAFFLE**



CRISP RAYON CREPE

Fabric that tailors to perfection
and washes like magic, use LUX

TUCKED BLAUSE FRONT gives a new interest to this well tailored shirt/dress which also has smart tucked yoke in back. Ruffled/dressed design on notched collar. Unpressed/plated skirt. Contrast color leather-like belt. (Wash wash separately.)

Colors: Chamois yellow, powder blue, powder rose. Women's sizes: 34, 36, 38, 40, 42, 44. See size scale on opposite page. State size and color. Shipping weight, 1 pound 8 ounces.

31 D 4203 \$4.99

RAYON SHANTUNG . . wrinkle-resistant

This firm, rubbery weave is a great fashion
favorite. Hand wash separately, use LUX

STITCHING TRIM adds a new note to the flattering lines of this favorite button front dress. Plenty of freedom in full cut shoulder yokes. Skirt has stitched down pleats, back and front. Belt belt. Made with specifications on opposite page. Colors: White, powder blue or powder rose. Women's sizes: 34, 36, 38, 40, 42, 44. See size scale on opposite page. State size and color. Shipping weight, 1 pound 8 ounces.

31 D 4204 \$4.99

SADDLE STITCHING highlights the important features of this modified shirt/dress. Unpressured slash pockets. Flattering unpressed/plated front skirt has pressed back. Self belt and buckle.

Colors: Mink with brown stitching, forest green with white stitching, navy with white stitching. Women's sizes: 34, 36, 38, 40, 42, 44. See size scale on opposite page. State size and color. Shipping weight, 1 pound 8 ounces.

31 D 4205 \$4.99

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☐ # PAGE 39 . . DATED



DRESSY SPRING STYLES in fine quality rayon fabrics

\$4.98 each

With the fine tailoring, details of more expensive dresses



BOLERO-TYPE dress with the popular white shirtwaist front is a favorite with women. This print rayon Romaine is set off with contrasting buttons and white bands. Smooth wide notched belt fastens at back. Gracefully flared 3-gore front skirt, 3-gore back. The 3/4 sleeves are a becoming length. A full dress for all occasions. Dry cleanable. Colors: Navy with white print, daret green with white print. Women's sizes: 34, 36, 38, 40, 42, 44, 46, 48. Check your size on scale on page 38. State size and color. • 210-4229—Ship. wt., 1 lb. 8 oz. \$4.98

THE SHIRRING at waist and shoulder details give multi-folded-over neckline of this shirtwaist. Detachable white over collar and cherry-ornament trim contrast with dot print, rayon Romaine. Red and white button closing. 3/4 length sleeves piped in white, leaving their skirt has 3-gore front, 3-gore back and self fabric belt. Dry cleanable. Colors: Navy with white polka dot or black with white polka dot. Women's sizes: 34, 36, 38, 40, 42, 44, 46, 48. Check your size on scale on page 38. State size and color. • 34-4229—Ship. wt., 1 lb. 8 oz. \$4.98



VELVETAY ALL-OVER PRINT in rayon fabric that is crease-resistant. Embroidery is accented by crisp white notched edge of buttoned front, shawl collar and white cord belt. Becoming suppressed pleated front skirt, 3-gore back. Comes in two soft shades in very right tone makes your coat and all summer long. Dry cleanable. Colors: Dusty blue or dusty gold. Women's sizes: 34, 36, 38, 40, 42, 44. Check your size; see scale on page 38. State size and color. Shipping weight, 1 pound, 8 ounces. • 21-4224.....\$4.98

PUCKER TUCKED rayon crepe Romaine in a shirtwaist dress you can wear for all occasions. Shoulder tucks add a soft dressmaker note to the tailored bodice. The 3/4 length sleeves are becoming to all types. Graceful pleated front skirt has a 3-gore back. Choose it for your first spring dress... wear it all summer too. Dry cleanable. Colors: Cadet blue, navy or black. Women's sizes: 34, 36, 38, 40 only. Check your size on scale on page 38. State size and color. Shipping weight, 1 pound, 8 ounces. • 31-4225.....\$4.98